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Groupon And Attribution: Is Closing The Loop Worth \$25 billion?

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A [lot](#) has [been written](#) about [Groupon](#) recently but have we missed the point? [Rob Carter](#), Director at [bookingbug.com](#), gives his opinion on the value of what they have achieved.

Despite [articles to the contrary](#), many think that Groupon is valuable and still has big potential. I agree, but wonder if my reasons are different. I think that their deep discount model is unsustainable as Groupon's longevity is reliant on repeat business. Much of what Groupon does is not new; deals, time-limits, coupons. What Groupon has done is more impressive than it may seem; Attribution. The biggest advance that Groupon has made is that it makes an online recommendation of an offline venue (a place). This again in itself is not new; tracking the success of that recommendation is.

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